

ORDER

Orders Order / Rev: 179307
 Alt Order #: 06819969
 Product Desc: 6/12-6/18 PRIORITIES USA
 Estimate: 1506
 WAVY Flight Dates: 06/12/12 - 06/18/12 Primary AE:
 Petry Philadelphia
 Original Date / 05/31/12 / 06/01/12 Sales Office:
 P-PHI Order Type: REG Sales Region:
 Nat
 Agency Name: Mundy Katowitz Media
 Cash Buying Contact: Billing Type:
 Billing Contact: Billing
 Calendar: Broadcast 1322 G Street, Southeast Billing Cycle:
 EOM/EOC Washington, DC 20003 Agency
 Commission: 15%
 Advertiser Name: POL/Priorities USA Action
 Demographic: A35+ New Business
 Thru: Product Codes: PL2 Order
 Separation: 00:15:00
 Priority: P4 Advertiser
 External Revenue Codes: AGY, POL, REG Agency External
 ID:IN7584/SP7302

Bill Plan					Totals	
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	#
05/28/12	06/18/12	28	\$12,700.00	\$10,795.00	June 2012	
					Totals	
28	\$12,700.0	\$10,795.0	0.00			
28	\$12,700.0	\$10,795.0	0.00			

Account Executives
 Account Executiv Sales Offic Sales RegionStart Date / End Da
 Order %

Petry Philadelphia

Start Of Order - End Of Or

100%

Order Share	Share	Total
WAVY	28%	\$12,700.00
Market	100%	\$45,357.14

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	5%	\$2,267.86
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	15%	\$6,803.57
WTVZ	5%	\$2,267.86
WVBT	7%	\$3,175.00
WVEC	40%	\$18,142.86

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	TiDays	Len
Spots	Rate	Pri	Rtg	Type	Spots	Amount			
E	WAVY	06/12/106/14/1	WAVY News @ Sun	rCM		5a-6a		-T-T---	:30
2	\$350.00	P1	0.00	NM	2	\$700.00			
NEWS									

Start	Dat	End	Date	Weekdays	Spots/Week	Rate	Rating		
Week:06/11/12	06/17/12	-T-T---			\$350.00	0.00			
E	WAVY	06/13/106/15/1	WAVY 6AM News	CM		6a-7a		--W-F--	:30
2	\$1,000.00	P1	0.00	NM	2	\$2,000.00			
WAVY 6AM News									

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Order / Rev: 179307	Advertiser: POL/Priorities
USA Action	
Alt Order #: 06819969	Product Desc6/12-6/18
PRIORITIES USA	WAVY

Flight Dates:06/12/12 - 06/18/12 Estimate: 1506

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	TiDays	Len
Spots	Rate	Pri	Rtg	Type	Spots	Amount			
NEWS									
Start DatEnd Date Weekdays Spots/Week Rate Rating									
Week:06/11/12 06/17/12 --W-F-- \$1,000.0 0.00									
E	WAVY	06/14/106/14/1	Today Show M-F	CM		7a-9a		---T---	:30
1	\$1,000.00	P1	0.00	NM	1	\$1,000.00			
Today Show M-F									

Start	Dat	End	Date	Weekdays	Spots/Week	Rate	Rating		
Week:06/11/12	06/17/12	---T---			\$1,000.0	0.00			
E	WAVY	06/12/106/14/1	Today Show 2	CM		9a-10a		-T-T---	:30

2 \$300.00P2 0.00 NM 2 \$600.00
Today Show 2

TODAY SHOW2

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	-T-T---		\$300.00	0.00
E	WAVY 06/13/106/15/1	Today Show 3	CM	10a-11a	--W-F-- :30

2 \$200.00P3 0.00 NM 2 \$400.00
Today Show 3

TODAY SHOW3

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	--W-F--		\$200.00	0.00
E	WAVY 06/18/106/18/1	Today Show 3	CM	10a-11a	M----- :30

1 \$200.00P3 0.00 NM 1 \$200.00
TODAY SHOW3

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/18/12	06/24/12	M-----		\$200.00	0.00
E	WAVY 06/12/106/14/1	WAVY News 10 @ NCM		12p-1p	-T-T--- :30

2 \$125.00P3 0.00 NM 2 \$250.00
News 10 @ Noon

NEWS AT NOON

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	-T-T---		\$125.00	0.00
E	WAVY 06/15/106/15/1	Days of Our Live	CM	1p-2p	----F-- :30

1 \$200.00P3 0.00 NM 1 \$200.00
Days of Our Lives

DAYS OF OUR LIVES

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	----F--		\$200.00	0.00
E	WAVY 06/13/106/13/1	M-F 3-4p	CM	3p-4p	--W---- :30

1 \$200.00P3 0.00 NM 1 \$200.00
Maury Povich

MAURY POVICH

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	--W----		\$200.00	0.00
E	WAVY 06/12/106/12/1	M-F 4-5p	CM	4p-5p	-T----- :30

1 \$200.00P3 0.00 NM 1 \$200.00
M-F 4-5p

ANDERSON

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	-T-----		\$200.00	0.00
E	WAVY 06/13/106/13/1	WAVY News 10 @5p	CM	5p-530p	--W---- :30

1 \$700.00P2 0.00 NM 1 \$700.00
News 10 @5p

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	--W----		\$700.00	0.00
E	WAVY 06/18/106/18/1	WAVY News 10 @5p	CM	5p-530p	M----- :30

1 \$700.00P2 0.00 NM 1 \$700.00
News 10 @5p

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week:06/18/12	06/24/12	M-----		\$700.00	0.00
E	WAVY 06/14/106/14/1	WAVY News 10 @53CM		530p-6p	---T--- :30

1 \$800.00P2 0.00 NM 1 \$800.00
NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Week:06/11/12 06/17/12 ---T--- \$800.00 0.00
 E WAVY 06/15/106/15/1WAVY News 10 @6pCM 6p-630p ----F-- :30
 1\$1,000.0P2 0.00 NM 1 \$1,000.00
 News 10 @6p
 NEWS

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 USA Action
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 PRIORITIES USA WAVY

Flight Dates:06/12/12 - 06/18/12 Estimate: 1506

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	TiDays	Len
Spots	Rate	Pri	Rtg	Type	Spots	Amount			
E	WAVY	06/15/106/15/1	WAVY News 10 @6pCM	6p-630p	----	F--	:30		
1	\$1,000.0	P2	0.00	NM	1	\$1,000.00			
				News 10 @6p					

NEWS

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	----	F--		\$1,000.0	0.00
E	WAVY	06/12/106/12/1	M-F 7-730p	CM	7-730p	-T-----
1	\$650.0	P2	0.00	NM	1	\$650.00
			M-F 7-730p			

ENT TONIGHT 30

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	-T-----			\$650.00	0.00
E	WAVY	06/13/106/13/1	M-F 730-8p	CM	730-8p	--W----
1	\$600.0	P2	0.00	NM	1	\$600.00
			M-F 730-8p			

INSIDERS

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	--W----			\$600.00	0.00
E	WAVY	06/18/106/18/1	M-F 730-8p	CM	730-8p	M-----
1	\$600.0	P2	0.00	NM	1	\$600.00
			INSIDERS			

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:06/18/12	06/24/12	M-----			\$600.00	0.00
E	WAVY	06/13/106/13/1	LN M-F	CM	11p-1130p	--W----
1	\$650.0	P3	0.00	NM	1	\$650.00
			M-F News 10 @11			

NEWS

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	--W----			\$650.00	0.00
E	WAVY	06/14/106/14/1	Tonight Show/JayCM	1134p-1237a	---T---	:30
1	\$250.0	P3	0.00	NM	1	\$250.00
			Tonight Show w/Leno			

TONITE SHOW

Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:06/11/12	06/17/12	---T---			\$250.00	0.00
E	WAVY	06/13/106/13/1	Late Night/JimmyCM	1237a-136a	--W----	:30
1	\$75.0	P3	0.00	NM	1	\$75.00

Late Night w/Jimmy Fal

J FALLON

	Start	End	Date	Weekdays	Spots/Week	Rate	Rating	
Week:	06/11/12	06/17/12		--W----		\$75.00	0.00	
E	WAVY	06/14/106/14/1	WAVY Early	TodayCM	430-5a		---	T--- :30
1	\$75.00	P3 0.00	NM	1	\$75.00			
					WAVY News 430-5am			

NEWS

	Start	End	Date	Weekdays	Spots/Week	Rate	Rating	
Week:	06/11/12	06/17/12		---T---		\$75.00	0.00	
E	WAVY	06/16/106/16/1	WAVY News 10 Sa	CM	7a-8a		-----S-	:30
1	\$350.00	P3 0.00	NM	1	\$350.00			
					WAVY News 10 Sa 7a			

NEWS

	Start	End	Date	Weekdays	Spots/Week	Rate	Rating	
Week:	06/11/12	06/17/12		-----S-		\$350.00	0.00	
E	WAVY	06/17/106/17/1	Today Show Su	CM	8a-9a		-----S	:30
1	\$500.00	P2 0.00	NM	1	\$500.00			
					Today Show Sunday			

SUN TODAY

	Start	End	Date	Weekdays	Spots/Week	Rate	Rating
Week:	06/11/12	06/17/12		-----S		\$500.00	0.00

Total 28 \$12,700.00